

DOUBLE THE USUAL NUMBER OF
SPERRY & HUTCHINSON
GREEN TRADING STAMPS
TO-MORROW.

THE BIG STORE ACTY IN ITSELF
SIEGEL COOPER & CO.
SIXTH AVE. 14th & 15th STS.

2d Week of The Big Store's 7th Birthday Celebration Sales

Just a Few Plain Facts About "S. & H." Green Trading Stamps

EASY indeed to understand why everybody ought to collect Sperry & Hutchinson Green Trading Stamps.

Simple as a child's spelling blocks. First of all, the Siegel Cooper Store stands for superiority of quality and attractive lowness of price. You have the advantage of choosing from assortments so infinitely varied that they are not duplicated elsewhere. The Stamps cost you nothing. They are merely an additional trading inducement.

On many days we give double the usual number of Stamps. Take this week for instance.

All of which is a mighty strong point to bear in mind. It means added economy, and one of the greatest minds that ever shone said once that "economy is wealth."

Everybody at Sperry & Hutchinson Green Trading Stamp Collectors? Why not?

The young bachelor who lives at home or in a boarding-house.

The young woman who works and boards.
The young woman of leisure.
The ambitious mother and household caretaker.
The energetic father and family provider.
The landlord of a hotel or boarding-house.
The man or woman who keeps a store.
The boy and girl who urges his or her friends to help fill Stamp books.

Yes, everybody. There need be no distinctions. Wealth need raise no barriers. Slender purses should welcome the idea with delight, for again does economy insistently assert its value.

"But why should I collect Stamps?" asks the bachelor.

"I haven't any home ties here in New York."

"Do you know what you get in exchange for your filled Stamp books?" one was asked. "Well, no-o!" was the doubtful reply.

"Haven't you any friends?" "Oh, yes; of course."

Couldn't he use a handsome clock, piece of bric-a-brac, mirror or some other useful or ornamental article in his room? Certainly! Couldn't he present either to one of his friends? Of course!

And the bachelor girl. Thousar 's in New York. They usually chum with other girls. Ever so many are energetic Green Trading Stamp collectors. What's been the result? Bright rugs, glistening mirrors, portieres, pictures, lamps, silverware and other things make their home lives cozier and more attractive.

"And to think," said one, "that we obtained all these pretty things without spending an extra cent. It is just as if somebody sent them to us as presents."

The large purchaser who comes to the Siegel Cooper Store and purchases bills amounting to hundreds and often thousands of dollars obtains in the volume of Green Trading Stamps given as an accompaniment advantages that bring him many useful things, often enough to equip two or three rooms.

"It's to my distinct advantage to buy my things at your store," said a hotel-keeper. "I pay less than if I went elsewhere. I get just as good or better, and I get the Trading Stamps. Those are pretty strong inducements. I'd be a dunce if I said no. Why, it would be like refusing money, and the average man would just as soon think of lopping off his ears as to say nay to a handful of bank-notes extended to him. I'm satisfied."

Take the mother of the home—the thrifty, ceaselessly energetic, prudent home-worker. Green Trading Stamps to her are a blessing. She never misses a double Stamp day, and comes here every single Stamp day her purchases demand and her time permits.

She points with pride to the many things she has obtained for her Stamp books. She tells her friends and neighbors. The desire to emulate her example and profit as handsomely as she springs into action, and thus is the vast army of Sperry & Hutchinson Green Trading Stamp collectors being ever happily increased.

"But how do I begin?" asks one who is new to the proposition.

Simple enough. You go to the Siegel Cooper Store and there obtain from one of the attendants a Green Trading Stamp book. It contains one dollar's worth of Trading Stamps (10). That starts you.

Then you go to the Premium Room on the Fifth Floor. It's in the Annex. Over toward Fifth Avenue, you know. In the Premium Room you are given another dollar's worth of Stamps. Nothing to pay for these, either.

Having now obtained in all two dollars' worth of Sperry & Hutchinson Green Trading Stamps without paying a cent, you have obtained a fair start.

Naturally the collector turns to the Premiums. They are new, beautiful and worthy. Some idea of the scope of this premium offering may be deduced from the fact that recently the Sperry & Hutchinson Company purchased 40,000 chairs, 18,000 tables, 11,850 clocks, and so on proportionately through a long list of very desirable articles. Among the Premiums given are:—

Musical Instruments, Carving Sets, Chinaware, Cut Glassware, Clocks, Silverware, Book Cases, Portieres, Opera Glasses, Piano Stools, Watches, Lace Curtains, Jardinières, Furniture, Oil & Wax Tables, Snuggles, Art Squares, Albums.

New Section for Infants' and Children's Wear.

It's most advantageously located now. Faces the Grand Stairway on the Second Floor, and is just opposite the Centre Elevators. Easy to reach. It is now the largest Department of its kind in New York.

Everything for little ones, from cooing babes to youngsters 5 years old. Colder weather is rapidly approaching, and that in many ways emphasizes the quick need of clothing the children more warmly. Among the principal lines we are now showing in abundance are the following:

Bedford Cord Coats, Silk Coats, Velvet Coats, Cloth Coats, Elderdown Coats.

CAPS TO MATCH EACH.

Infants' and Children's Slips and Dresses. White Nainsook and Flannel Skirts. Caps, Hats and Bonnets. Knit and Cashmere Sacques.

Mother's who like to see their children well dressed will be deeply interested in these very special offerings for to-morrow:

Infants' and Children's Dresses.

INFANTS' LONG AND SHORT DRESSES: fine nainsook, fancy yoke of fine tucking and embroidery, ruffle finish. **98c**

INFANTS' LONG AND SHORT DRESSES: nainsook, excellent quality, full skirts, with wide hemstitched hem and dainty yokes of fine embroidery and tucking, finished with fine embroidery ruffle. **1.50**

INFANTS' SHORT DRESSES OF NAINSOOK: fine quality; skirt trimmed with rows of fine tucking and embroidery ruffle; square yoke, tucked back and front, finished with wide embroidery ruffle; six mos. to three years. **1.95**

INFANTS' SHORT DRESSES: nainsook, superior quality; yoke and skirt elaborately trimmed with fine tucking and Val. lace insertion and edge. **2.95**

CHILDREN'S SHORT DRESSES: sheer white lawn, French style; two ruffles on skirt, with insertion and edge of Val. lace; very dainty round yoke of fine embroidery and lace insertion, finished with wide ruffle, lace trimmed; two to five years. **3.75**

INFANTS' LONG AND SHORT DRESSES: Persian lawn; skirt and yoke elaborately trimmed with rows of bonnet stitching and lace insertion and ruffle finish; lace trimmed. **4.75**

(Second Floor, Centre.)

7th Birthday.

Writing Desk Companions.

3 Vols. In Box; Bound in Flexible Cloth. **75c**

Published at \$1.50—Our Price.

Vol. No. 1.—Writing Desk Dictionary and Manual of Useful Information.

Vol. No. 2.—Writing Desk Companion: one of the most remarkable books ever published. It gives more valuable information than any other book its size. Although it was designed for writers in general, yet it will prove a valuable companion and guide of information to any one. In addition to 50,000 words difficult to spell and 15,000 synonyms and antonyms, it contains rules of grammar and composition, capitalization, punctuation and use of prepositions, etc.

Vol. No. 3.—Writing Desk Cyclopaedia: a complete Encyclopedia of facts, statistics, tables and general information. A marvel of condensation. Never before has there been published such an immense amount of knowledge in so small a space. **75c**

The three books are offered very special for. (Second Floor, 18th St.)

7th Birthday.

Upholstery Bargains.

Door Panels.

Hundreds of them; to fit any ordinary sized door; made of Irish Point Lace. These will be shown on the bargain tables in upholstery aisle; prices as follows:

25c., 30c., 37c., 42c., 45c., 47c., 55c., up to 1.85

Arabian Lace Curtains.

A special lot of real hand-wrought Arabian Curtains, bought at a sacrifice from 7 to 4 pairs in a lot:

Regularly \$20.00: special, 17.50

Regularly \$22.50: special, 18.00

Regularly \$25.00: special, 20.00

Regularly \$27.50: special, 22.50

Regularly \$30.00: special, 25.00

Regularly \$35.00: special, 29.75

Irish Point Curtains.

An immense line of new Rods and new patterns; some all-over designs, others dainty effects; all new.

Terms, regularly \$2.50 pair, **5.00**

Portieres.

HEAVY TAPESTRY PORTIERES, with heavy fringed fringe, in both two-toned effects as well as plain colors; **5.00**

PLAIN PORTIERES, in red, green, brown and olive; 3 designs; some with fringe, others with cord edge; pair, **7.50**

HAMBOO PORTIERES, from \$2.00 to \$3.95 Portieres, pair, **2.50**

Rope Portieres.

An attractive line of these goods in all colors and patterns, at low prices. A special in red, **1.75**

Screens.

JAPANESE SCREENS, black ground, embroidered with gold figures; **3.75 & 4.25**

JAPANESE SCREENS, hand painted scenes of the Orient, with beautiful flower effects. **4.50**

SILK EMBROIDERED SCREENS, **15.00 & 18.00**

Velour Curtains.

AN importer's line of VELOUR CURTAINS, handwoven, embroidered with fringe and cord edge; being samples, they are from 4 to 25 yds. long; two grades, regularly 7.00 and 8.00 each. **2.95 & 3.50**

Pillow Loops.

In great profusion; all styles and colors; at **19c., 35c., 59c. & 79c.**

Pillow Tops.

ORIENTAL TOPS, with backs: each **35c**

LITHOGRAPH PILLOW TOPS; large line of sub-**35c. & 50c**

PLAIN TOPS, **7c**

SILK EMBROIDERED TOPS; each **1.25**

(Third Floor, Front, 18th St.)

THE BIG STORE ACTY IN ITSELF
SIEGEL COOPER & CO.
SIXTH AVE. 14th & 15th STS.

DOUBLE THE USUAL NUMBER OF
SPERRY & HUTCHINSON
GREEN TRADING STAMPS
TO-MORROW.

2d Week of The Big Store's 7th Birthday Celebration Sales

Women's Separate Dress Skirts.

Special Offerings for Tuesday.

New styles daily.

New additions constantly.

Thorough Stocks.

Always a Complete Assortment of

Separate Skirts in Extra Sizes.

Among the many Specials for Tuesday are:

WOMEN'S DRESS SKIRTS, of unlined Broadcloth, trimmed in a very effective manner with wide silk braid. Special, **7.90**

WOMEN'S DRESS SKIRTS, unlined Cheviot in blue and black; seven gore flare with straps of Taffeta around bottom, flounce effect. Special, **3.95**

WOMEN'S UNLINED DRESS SKIRTS, of Cheviot and Broadcloth; seven gore flare. Trimmed with tabs of Taffeta at bottom of each gore, or hip trimming of narrow folds of Taffeta. Special, **5.90**

WOMEN'S UNLINED DRESS SKIRTS, of Lymansville Cheviot; nine gore flare; kilted bottom with stitched tabs of Taffeta. Others trimmed with Taffeta and Silk braid at hip and flounce. Special, **7.50**

(Second Floor, Front.)

7th Birthday.

Good Razors

FINE WM. ELLIOT RAZORS FOR **65c**

These razors are imported from Germany and are made from the finest quality steel; hollow ground, finest handles.

DEWEY RAZORS FOR **45c**

Made from fine quality steel; safety blades.

(Main Floor, Front, 18th St.)

7th Birthday.

Jewelry Store.

WOMEN'S WATCHES, solid gold, 14 kt. band engraved, engine turned and plain polished cases, fitted with Jewel Spring or Waltham movement, stem wind and set; guaranteed. **17.50**

PEARL BROOCHES, in many new designs, 14 kt. gold, diamond centres. **9.00**

STERLING SILVER MATCH SAFES, all new designs, grey and bright finish. **1.25**

(Main Floor, 6th Ave.)

7th Birthday.

Men's Wool Underwear

Is what we are asking for Natural Wool and Camel's Hair Undergarments. Many exclusive haberdashers price this identical quality at from \$1.00 to \$2.00 each. All seams are doubly sewn. Pearl buttons. Sizes up to 50 inches.

(Main Floor, East of Escalator.)

79c

7th Birthday.

Shoe Prices Lowest Here.

Substantial Proof of That Fact.

It's amusing. The other day a prominent store began what it regarded as an important shoe sale. The talk read well, but the shoes didn't substantiate the assertions. There was a glaring discrepancy.

We investigated. We discovered that some of the shoes were being offered at regular prices, and also at prices higher than our store asks ordinarily.

The store in question offered "Men's \$2.50 Black Box Calfskin Shoes at \$1.90."

Now, as a matter of fact, we are selling this identical shoe regularly at \$1.75; and we're not bragging about it, either.

Again: The store referred to offered "Women's Patent Leather Shoes at \$1.90." We are offering a better patent leather shoe at \$1.45.

What does it prove?

This: When you want to buy good shoes, you can save money by coming here—to the largest retail shoe store in New York. We prove it time and again. Think before you spend your shoe money.

(The Consolidated Shoe Stores Are on the Second Floor, East.)

7th Birthday.

Linings

For Dress and Street Wear.

All the most wanted linings—in the popular fall colorings and fast black—specially selected and priced for Tuesday.

Silk Finished Percales.

Good, firm Percales, with high silk finish; all the newest colorings and fast black; yard. **10c**

Booted Percales.

Excellent value in full bodied Percales, printed on highly colored shades and fast black; yard. **18c**

Mercerized Satoons.

Choice of 40 Fall shades and fast black; 36-inch grade; yard. **25c**

Quilted Satoons.

In brown, navy, black, cardinal, wine, pink, light blue and white; yard. **45c**

Samson Silk.

THE NEW LINING: ALL SILK; WEAR GUARANTEED; 36 INCH; RANGE OF STAPLE SHADES; YD. **58c**

(Main Floor, East, 14th St.)

7th Birthday.

"Victory" Sewing Machines.

Improved Singer Models.

Best Sewing Machines in the market! Improved throughout. Easy running and noiseless. Beautifully finished. Guaranteed and kept in repair 5 years free of charge. TO-MORROW AT EXTRAORDINARY PRICE INDUCEMENTS.

Improved Singer Model, 4 drawers, drop head, golden oak, highly polished, swell front, fitted with all the newest attachments, automatic tension winder, self-threading shuttle and needle. INVALUABLE. **14.25**

"VICTORY" No. 4, 14" Bearing, New Home Model, drop head; same wood-work as No. 3; all the latest attachments. **14.25**

GOLDMAN TUCK FOLDER; can be used on all Sewing Machines. **1.00**

Parts and Needles of all Sewing Machines can be had in the Department. (Third Floor, Centre.)

7th Birthday.

White Goods.

74c. yd. MUSLIN for Full bleached; 1 yd. wide. **5c**

20c. yd. WHITE INDIA LINON for 40 inch; sheer, pretty quality. **11c**

29c. yd. WASHUTTA NAINSOOK for 40 inch; sheer, quality. **15c**

(Main Floor, East of Fountain.)

7th Birthday.

Women's Undermuslins.

We quote just one item from four important sections: Night Gowns, Drawers, Petticoats and Corset Covers. Made of fine quality cambric; each garment neatly trimmed.

WOMEN'S NIGHT GOWNS; high V and round neck; embroidered and lace trimmed; special value. **98c**

WOMEN'S DRAWERS; cambric and nainsook; deep umbrella ruffle of tucked lawn, edged with lace and fine embroidery. **49c**

WOMEN'S PETTICOATS; cambric; rounce of tucked lawn; with deep embroidered edge; regularly \$2.50. **1.50**

WOMEN'S CORSET COVERS; fine nainsook; embroidered yoke; edging of Val. lace; ribbon run; regularly \$1.25. **75c**

(Second Floor, 19th St.)

Mammoth Displays of Women's Waists.

Largest and Best Stocked Department in America.

It covers the greatest area of space. It employs the largest number of people. Stocks are enormous. Styles of designs and materials are practically endless.

The Prices Are Notably Low.

This Department offers the greatest facilities for the shopper. A bewildering variety of Waists in Taffeta, Peau de Soie, Peau de Cygne, Crepe de Chine, Brilliantine, Madras, Canvas and Mercerized materials. At

59c., 75c., 1.00, 1.95, 2.95, 3.50,

3.95, 4.75, 5.90 and Upward.

(Second Floor, Front.)